

TOP 5 REASONS TO ATTEND

2 GET INFORMED

- Hear inspiring, informative and visionary keynotes presented by Thought Leaders, Industry Analysts and Commentators, and IBM Executives
- Be the first to hear how new product and technology advances in the area of information and analytics can increase your productivity and revenue
- Participate in Mini-Theatres dedicated to presenting the latest and most business-critical technology and industry subjects, together with open discussions and debates
- Gain insight on how to get a single view of your customer and increase customer retention
- Reduce and manage risk whilst also maintaining compliance

4 GET REAL VALUE

- Standard technical training rate: €450/day X 2.5 days = €1,125 value
- Three free certification tests = €500 value; and 50% discount on additional certification testing
- €3,000 worth of industry best practices and demos from professionals
- €1,995 worth of educational featured keynotes: hear the trends, the strategy and roadmap direction from IBM executives and industry experts
- Exclusive Business Partner Programme, packed with market and analyst insights and business growth opportunities
- Invaluable Networking

1 GET SKILLED

- Choose from almost 500 information and analytics focused sessions and learn from real-world customer examples
- The technical and business leadership programme sessions, selected by our independent Paper Selection Committee, will deliver real business and technical value to you and your organisation
- Attend the Hands-on Labs to learn tricks, techniques and new tools to drive greater efficiency and performance in your organisation, and obtain business value from your IT investments
- Take advantage of the free of charge Information Management Certification Testing exams, including a pre-assessment exam

3 GET AHEAD OF THE GAME

- Discuss the key information and analytics challenges and opportunities with your peers, industry and technical experts in our Industry Roundtables
- Connect with over 2,000 attendees who share your business focus and learn how others are achieving smarter business outcomes
- Drive innovation for competitive advantage
- Gain exclusive insight into emerging technologies in the Smarter Future Experience zone

5 GET TOGETHER & GROW YOUR NETWORK

- Interact with customers and Business Partners from across Europe, Middle East and Africa who share your information, analytics and EMEA market interests
- Meet with IBM executives, technical, industry and solution experts and receive support with your specific industry requirements
- Explore additional and new solutions and insights that can help you deliver on your business objectives

Smart use of information and the insight provided by analytics is critical for optimising business performance and your organisation's IT infrastructure. At Information On Demand EMEA Conference 2010 business and technology leaders and practitioners will share best practices for addressing industry-specific business and technical challenges and opportunities, as well as driving down costs and positioning your organisation for growth in 2010 and beyond.

Register now

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Create Insight. Transform. Go Beyond.

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